

***Response to Amendment***

This office action is in response to the proposed amendment filed on March 19, 2008.

Claims 4-16 and 19-21 are pending for examination; claims 1-3 and 17-18 have been canceled; claims 1, 7, 10 and 14 have been amended.

**EXAMINER'S AMENDMENT**

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with the attorney on record (Jeanpierre J. Giuliano) on March 25, 2008.

**AMENDMENT:**

To the Application received on April 10, 2007 please modify the following:

4. (Currently Amended) A system for providing a user with at least one response to a search query of the Internet, the system comprising:

a user interface, the user interface effective to receive a search query from a user, wherein the search query includes one or more selected Standard Industrial Classification (SIC) codes and geographic criteria for filtering at least one URL responsive to the one or more selected SIC codes based on the geographic criteria, in which the geographic criteria is a city;

a web page record database connected to the user interface, the web page record database including a plurality of web page records, the plurality of web page records including a response to the search query;

a search engine module connected to both the user interface and the web page record database, the search engine module effective to search the web page record database for the response;

an entity information database including information about individuals or organizations that maintain ownership over one or more web page records; and

a mapping database connected to the web page record database and the entity information database, the mapping database including information one or more unique type identifiers associated with the selected SIC codes for mapping the web page records with respective individuals or organizations.

7. (Currently Amended) The system as recited in claim 4, wherein the entity information database uses ~~Standard Industry Code Fields~~ SIC fields.

10. (Currently Amended) A method for providing a user at least one response to a search query of the Internet, the method comprising:

providing a mapping database connected to a web page record database and a entity information database, the mapping database including one or more unique type identifiers associated with SIC codes for mapping the web page records with respective individuals or organizations;

receiving a search query from a user, wherein the search query includes one or more selected Standard Industrial Classification (SIC) codes and geographic criteria for filtering at least one URL responsive to the one or more selected SIC codes based on the geographic criteria, in which the geographic criteria is a city;

searching a web page record database for a response to the search query;

mapping the response to an individual or organization associated with the response, wherein the individual or organization maintains ownership over one or more web page records; and

displaying the response and a name of the individual or organization to the user.

14. (Currently Amended) A method for providing a user with at least one response to a search query of the Internet, the method comprising:

maintaining a mapping database connected to a web page record database and a entity information database, the mapping database including one or

Art Unit: 2161

more unique type identifiers associated with SIC codes for mapping the web page records with respective individuals or organizations;

receiving a search query from a user in the form of category selection, wherein the search query includes one or more selected Standard Industrial Classification (SIC) codes and geographic criteria and the method further comprises filtering the at least one URL responsive to the one or more selected SIC codes based on the geographic criteria before performing the displaying, in which the geographic criteria is a city;

determining at least one individual or organization associated with the search query;

determining at least one URL under the ownership of the individual or organization; and

displaying the URL to the user.

### ***Terminal Disclaimer***

The terminal disclaimers filed on 04/23/2007 disclaiming the terminal portion of any patent granted on this application which would extend beyond the expiration date of U.S. Patent No. 6,654,813 and U.S. Patent No. 6,735,585 have been reviewed and approved on 05/03/2007 and 04/23/2007 respectively.

### ***Allowable Subject Matter***

Claims 4-16 and 19-21 are allowed.

The following is an examiner's statement of reasons for allowance:

Claims 4, 10 and 14, are allowable because the prior art on record or that encountered in searching for the invention, fails to disclose or suggest the features of instant invention – a mapping database has unique type identifier that associated with SIC codes for linking to a page database and entity information database, thereby, in responsive to a received search query with a selected SIC and geographic criteria facilitates the filtering of at least one Universal Resource Locator (URL) before displaying the result page to an end user in a combination with all the limitations as claimed by applicant.

Claims 5-9, 11-13, 15-16 and 19-21, depend on claims 4, 10 and 14 respectively, hence, are allowable.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SUSAN Y. CHEN whose telephone number is (571)272-4016. The examiner can normally be reached on Monday - Friday from 7:00-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mofiz Apu can be reached on 571-272-4080. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Susan Y Chen  
Partial Sig. Examiner  
Art Unit 2161

March 26, 2008

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Application/Control Number: 10/693,667  
Art Unit: 2161

Page 8